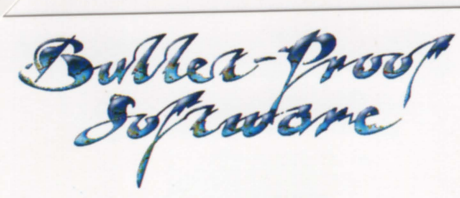
Bullet-Proof Software

BULLET - PROOF SOFTWARE, INC.
8337 - 154th Avenue NE
Redmond, Washington 98052
Telephone: (206) 861-9200
Fax: (206) 881-6450



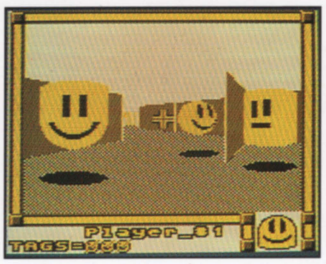
Howard Lazzarini
Director of Sales

8337 154th Avenue N.E.
Redmond, Washington 98052
Tel: (206) 861-9200 Fax: (206) 881-6450

Wipe the smile off this face!

(And maybe a few of your friends, too!)

Here's your chance to wipe the smiles off those annoying happy faces once and for all! In FaceBall 2000, "Have a Nice Day" takes on a whole new meaning— in first-person perspective, with 3D graphics and 360° maneuvering!



WATCH OUT! They only look happy!

Get into your Game Boy...

And we mean *into!* FaceBall 2000 is a new virtual reality game. You don't just *see* your character, you *are* your character. Feel like you're actually inside your Game Boy as you move through CyberScape's more than 70 treacherous mazes — or the Arena, in fast-paced rounds of high-tech combat.

Bring your friends along!

Sure. You can take on the Smiloids alone. But with your Game Link™ cable or Four Player Adapter, those faces can belong to your friends! Play one-on-one, two against two, or free-for-all!

More than four times the fun with the Four Player Adapter!

It pay$ to play together.

Don't miss your chance to get up to $5 back with our multiplayer rebate! You'll find all the info inside your FaceBall 2000 package when you open it up for the game of your life! But hurry. Some of your friends might be buying FaceBall 2000 right now. If they get in too much practice without you, the smile that gets wiped might be your own!

FACEBALL 2000

A whole new way to get into your Game Boy.

Bullet-Proof Software • 8337 154th Ave. N.E. • Redmond, WA 98052 • (206) 861-9200

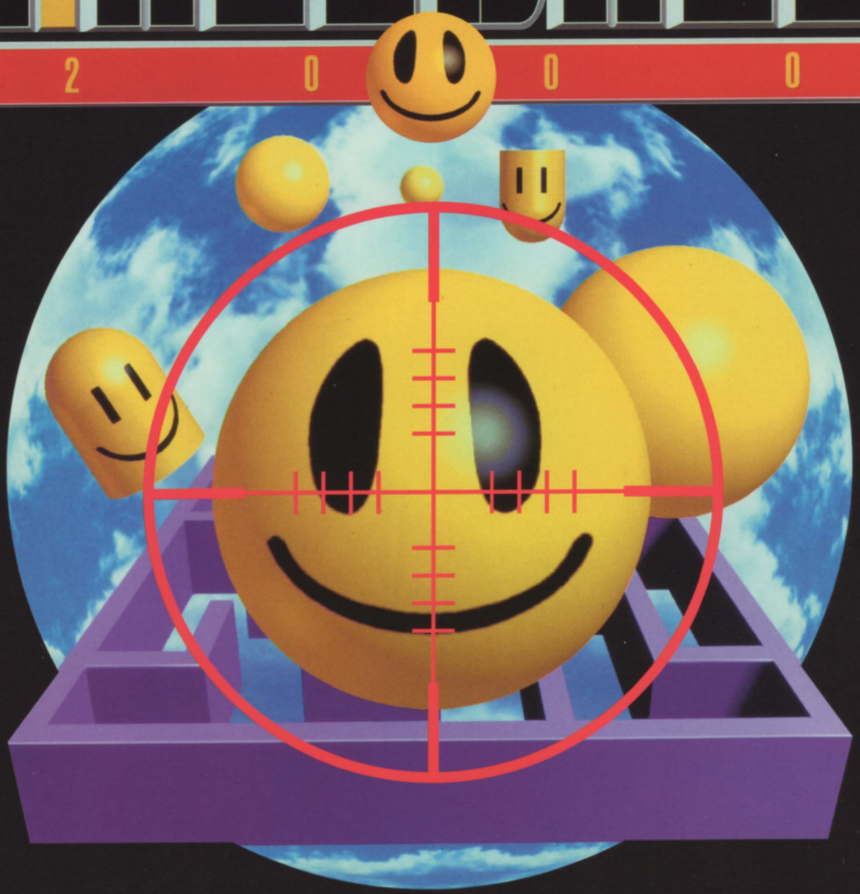
The Best Games in the World™

Bullet-Proof Software

FaceBall 2000 is a trademark of Bullet-Proof Software, Inc. Used under authorization. ©1991 Xanth Software F/X, Inc. All rights reserved. Original game and design ©1987. Distributed under license from Xanth Software F/X, Inc. Game Boy, Game Link and Four Player Adapter are trademarks of Nintendo of America Inc. ©1989 Nintendo of America Inc.

It's a whole new way to get into video games!

FACEBALL™ 2000



Game play for any combination of 1-4 players on the Game Boy...

...or 1-2 players on the Super NES.

Game Boy players can get up to $5 in rebates with in-package coupons during our multiplayer promotion!
Offer good through June 30, 1992.

"Have a Nice Day" takes on a whole new meaning—in first-person perspective, with 3D graphics and 360° maneuvering!

FaceBall 2000 is a new virtual reality game. You don't just *see* your character, you *are* your character. You'll feel like you're actually inside your video game as you move through CyberScape's more than 70 treacherous mazes — or in the Arena, in fast-paced rounds of high-tech combat.

- 3D Graphics, First Person Perspective
- Continuous 360° Maneuverability
- More than 70 Levels of Mazes
- Secret Doors, Clues and Power-ups
- Up to Four Players-*Game Boy*®
- One or Two Players-*Super NES*™

Game Boy (Item #02040; 1 meg.)
Super NES (Item #03040; 4 megs.)

The REVIEWS are in!

"FaceBall 2000 is without a doubt the top Game Boy title I've ever picked up... so good you want to buy a few more Game Boys just so you can turn your buds on to it."
GamePro – November 1991

"It's unique, it's wild, it's the most fun you've ever had... it promises hours and hours of entertainment."
Nintendo Power – November 1991

"Indeed, VG & CE's editors had a hard time getting anything done once a FaceBall 2000 competition was started up."
VideoGames & Computer Entertainment – November 1991

"We hope to see more of this type of game in the future — and not just for Game Boy."
Game Player's Strategy Guide to Nintendo Games – November 1991

Bullet-Proof Software
8337 154th Ave. N.E., Redmond, WA 98052
(206) 861-9200 Fax:(206) 881-6450

FaceBall 2000 is a trademark of Bullet-Proof Software, Inc. Used under authorization. © 1991 Xanth Software F/X, Inc. All rights reserved. Original game and design © 1987. Distributed under license from Xanth Software F/X, Inc. Game Boy and Super NES are trademarks of Nintendo of America Inc. © 1989 Nintendo of America Inc.

GAME BOY

PRO REVIEW

Here's the game that's bound to help the Game Boy grow up. Why? You don't have to squint to play, you don't destroy anybody, and up to four people can play. It's Faceball 2000 from Bullet-Proof Software and its guaranteed to be unlike any Game Boy title you've ever played.

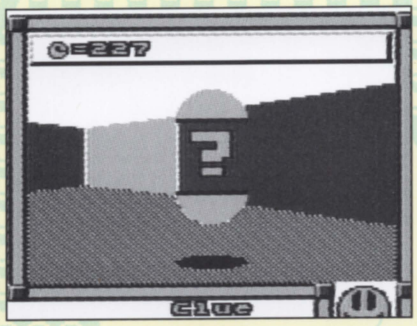
Bullet-Proof touts Faceball 2000 as the Game Boy's first virtual reality game. The cart does in fact thrust you into a highly absorbing first-person perspective game of dodgeball in an elaborate labyrinth.

With the Nintendo Four-Player Link and four Faceball carts, you and your friends can dive into dodgeball madness and chase each other all over the place. Any combination of players can team up – four against the computer, one-on-three, two-on-two. Naturally, the regular two-player link works, too.

Your character appears as a Holographically Assisted Physical Pattern Yielded For Active Computerized Embarkation (HAPPYFACE) character called a Smiloid. That's right: Have a nice day! In fact, your opponents flash that annoyingly cute phrase across your screen after they tag you with a good shot. Aaaaaaargh! But it's good fun.

Faceball features two basic games, CyberScape and Arena. In CyberScape one or more players take on the Master Smiloid and his Smiloid team in 60 mazes. In Arena you and up to three other players play a computerized version of tag, either against each other or a team of Smiloids. There are multiple arenas to choose from, and the winner is the first player who tags another player ten times.

Your Smiloid glides through the air as you chase down your grinning opponents. You use an onscreen crosshair to take aim and punch a button to pitch a ball. Labyrinths feature hidden doors, traps, and breakable walls. You'll come across floating Pods, which reveal clues to navigating mazes, key strategies, 1-Ups, and band-aids.



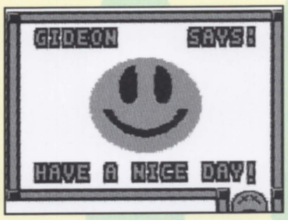
The Pods contain clues, tips, and valuable surprises.

Don't worry, Bullet-Proof hasn't abandoned its non-violent games credo. This is fun-on-the-run video dodgeball. Faceball 2000 is out just about now, so make a run for it, and have a Nice Daaaaaaaay!

Faceball 2000 by Bullet-Proof Software
Price Not Available
Available November, 1 meg

We teamed up three Pros, and one non-gamer (good ole Fancy Pants) to check it out. Here's what they had to say:

By Gideon



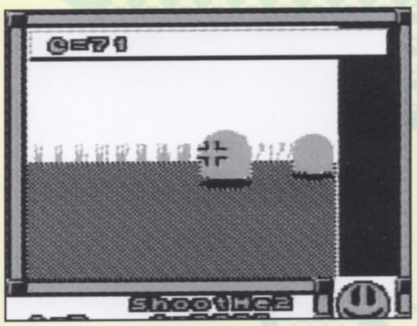
Faceball 2000 is extremely playable... any gamer, hot or not, can pick it up and immediately play it and enjoy it to its fullest. The fact that four players can simultaneously move in real-time makes for an infinite number of different games. No two game sessions will ever be alike. This is the first game where I can honestly say that I felt like I was an integral, active participant...I can't wait to check out the color version for the SNES, but even the Game Boy graphics are great. No flicker, and smooth movement. The perspective as you travel through the maze and shoot at each other is well done and believable. I'd say this game packs a universal appeal for players of any age, sex, or ability (or planet?) since the parameters are dictated by the players. The game can be as intense, complex, or competitive as they decide to make it.

PROTIP: To find a safe zone, put yourself in a corner or a deadend and face outwards to watch for anyone coming. You can take a breather, consult your radar, and be ready to fire at will or make a quick get-away when someone rounds the corner.

PROTIP: The completely round faceballs seem to travel more smoothly and quickly by skimming off the sides of walls.

FACEB

200

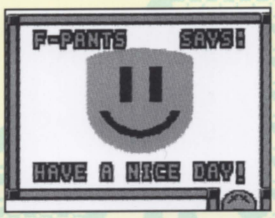


PROTIP: Check your overhead radar immediately upon re-entering the playing field. You're always dropped back onto the playing field in a different location.

GamePro's Game Rating System

Graphics Sound Gameplay FunFactor Challenge

By Fancy Pants

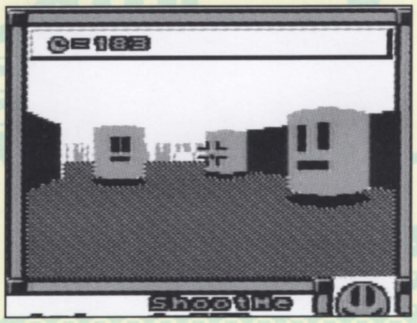


Hey, I could play instantly even though I'd never touched a game before! I don't know

what they mean when they talk about virtual reality, but heck, it sure is fun! I only wish they gave me more spaces so I could have a longer name!

PROTIP: Immediately press END when inputting your name and your name will be blank. Use this trick and your name won't ever appear on your opponent's detection system. They won't know you're coming!

EBALL 2000



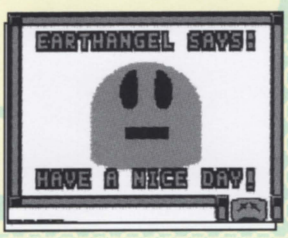
PROTIP: Use your on-screen detection system, which flashes your opponent's name when they're near, whenever you come in shooting distance of them – even if they're behind a wall!

GamePro's Game Rating System

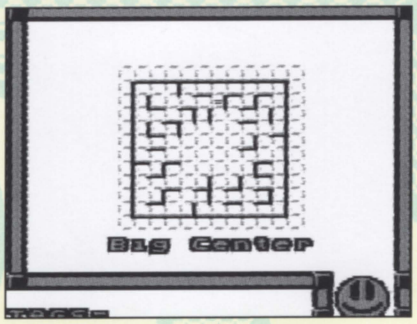
Doesn't know how to rate games!

Graphics Sound Gameplay FunFactor Challenge

By Earth Angel



Faceball 2000 is without a doubt the top Game Boy title I've ever picked up. Playing against the CPU is a little tough (that Vampire's a ghoul), but playing against other humans, especially a four-player game, makes for hysterical fun. The game's 3-D, virtual-reality type perspective gives you the feeling that you're running around that maze, despite the small Game Boy screens. And there's nothing like the chill that runs down your spine as you round a corner and run smack into a gigantic smiloid. I really liked the fact that no player is out of the game until it's over – otherwise Fancy Pants would've been crying his eyes out. I can't believe anybody wouldn't like this game...O.K. someone won't like it...but they're crazy!



PROTIP: To make a multi-player game tougher, forbid everyone to look at the map screens. You're running blind and you never know what'll come around the corner.

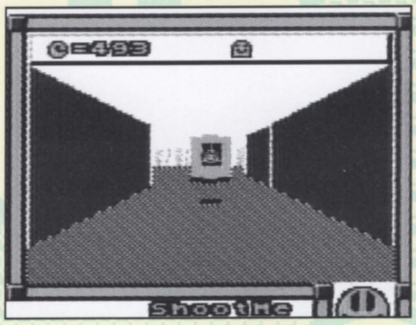
PROTIP: If an enemy shoots at you from behind, back directly into your opponent and you'll pop right through him! This is quicker than trying to turn around, and you'll end up BEHIND your opponent with a wide-open target!

GamePro's Game Rating System

Graphics Sound Gameplay FunFactor Challenge

By Toxic Tommy

If this is virtual reality, it's definitely unreal! Get ready to get lost in cyberspace. Faceball's so good enough you want to buy a few more Game Boys just so you can turn your buds on to it. There's something about hunting down and tagging a real live human being that's a real turn on. Ever read a story called "The Most Dangerous Game?" Faceball isn't bloodthirsty at all, but it is absolutely dangerous! For outrageous fun, develop your own rules such as playing without using the overhead map, so no one knows where anyone else really is. But don't cheat like that smiley-faced weiner, Gideon. He was constantly in our faces until we figured out that he was using the map while we weren't. We forgive him, Faceball can make you crazy.

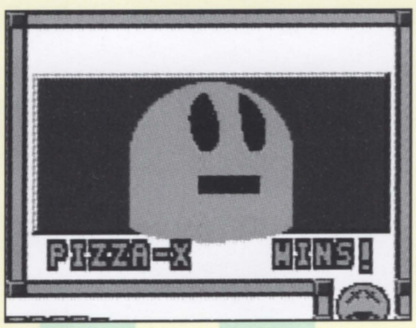


PROTIP: You CAN outrun enemy shots if they shoot at you from a distance.

PROTIP: In singular passageways, it's possible for you to completely block your opponent's path by standing directly in their way.

PROTIP: Try to herd opponents into corners and start firing at will!

PROTIP: When playing as a team, keep together in tight packs. Don't stray apart or you'll just end up playing solo.



Gotcha!

GamePro's Game Rating System

Graphics Sound Gameplay FunFactor Challenge

The reviews are in!

Editor's Choice Award – "Few video games are able to provide non-violent game play and still be able to achieve the quality of graphics design and exceptional game quality as you have done in FaceBall 2000..."

A Parent's Guide to Video Games – October 1991

"FaceBall 2000 is without a doubt the top Game Boy title I've ever picked up... so good you want to buy a few more Game Boys just so you can turn your buds on to it."

GamePro – November 1991

"It's unique, it's wild, it's the most fun you've ever had... it promises hours and hours of entertainment."

Nintendo Power – November 1991

"Indeed, VG & CE's editors had a hard time getting anything done once a FaceBall 2000 competition was started up."

VideoGames & Computer Entertainment – November 1991

"We hope to see more of this type of game in the future — and not just for Game Boy."

Game Player's Strategy Guide to Nintendo Games – November 1991

"...the best multiperson Game Boy game made!"

Electronic Gaming Monthly – December 1991

CATCH HATRIS™

Hats off to Alexey Pajitnov–the creator of Tetris has done it again! This hot new video game has you frantically stacking...what else...hoards of hats! Down they come in random pairs. Stack five of the same type and you score. It looks easy, but as the hats fall faster, the game gets tougher.

If you like Tetris, you're going to love Hatris. It takes a minute to learn and a lifetime to master. So, if you catch anything for your Game Boy™this year...catch Hatris!

Also available from Bullet-Proof, Pipe Dream™for the NES and Game Boy.

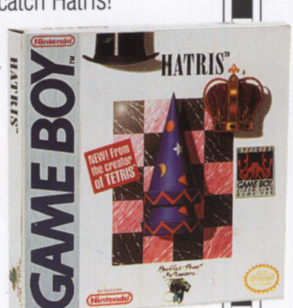
Link up Game Boys for two-player action.

Use a fireball to burn unwanted hats from the top of a stack!

"The Best Games in the World"

Bullet-Proof Software

Available Now for Game Boy!



Hatris TM & ©1989 Paragraph. Original game design by Alexey Pajitnov and Vladimir Pokhilko. Tetris TM & ©1987 v/o Electronorgtechnica (Elorg). Tetris licensed to Nintendo ©1989 Nintendo. Original concept, design and program by Alexey Pajitnov. Nintendo, NES and Game Boy are trademarks of Nintendo of America Inc. Bullet-Proof Software is a trademark of Bullet-Proof Software, Inc. ©1990 Bullet-Proof Software, Inc. All rights reserved.

Bullet-Proof Software, Inc.
8337 154th Avenue NE • Redmond, WA 98052 • Tel: (206) 861-9200

Pipe Dream is a trademark of LucasArts Entertainment Company. Original game design ©1988 Entertainment International U.K. Ltd. Original game concept by The Assembly Line.

FOR IMMEDIATE RELEASE

CONTACT: Sheila Boughten
Bullet-Proof Software
8337-154th Avenue NE
Redmond, WA 98052
206/861-9200
fax: 206-881-6540

Bob Morse
MorseMcFadden
Communications
12707-120th Ave. NE
Kirkland, WA 98034
206/821-7385
fax: 206-821-3168

BULLET-PROOF SOFTWARE LAUNCHES FIRST MULTIPLAYER VIRTUAL REALITY PRODUCT FOR GAME BOY AND UNVEILS SUPER NES VERSION

REDMOND, WA---Dec. 18, 1991--Bullet-Proof Software of Redmond, Washington, today announced the shipment of FaceBall 2000™, the new virtual reality video game for the Game Boy®, and the upcoming preview of the 16-bit Super NES™ version at the 1992 Winter Consumer Electronics Show in Las Vegas in January. "Virtual Reality," is a term that decribes an environment where the player is emersed in the artifical "CyberScape" created by the computer.

"FaceBall 2000 has received some of the hottest previews around," says Henk Rogers, Bullet-Proof founder and director. "It's unique because it can be played by up to four players *and* it uses a true first-person point of view giving each player the feeling of actually being inside the game."

FaceBall 2000 gets its name from the maniacal smiley faces representing each player in two different play modes: *CyberScape* and *Arena*.

In *CyberScape*, the object is to navigate through more than 70 treacherous mazes and ultimately defeat the Master Smiloid. Players can take advantage of secret doors, clues and power-ups to succeed. It's not as easy as it sounds, as evil Smiloids, in a variety of disguises, haunt every move and can truly make a player have a *very* bad day.

Arena is the second play mode where one to four players compete in a frantic run-and-shoot battle of high-tech tag. Six levels of difficulty deliver heart-pounding action for any class of player. And, a seventh custom level makes success nearly impossible for all but the best.

"Because each player sees the action through the characters' eyes, it sometimes takes a bit of getting used to," says Rogers, "and opponents are quick to seize any momentary loss of sanity to wipe the smile right off your face."

The star of Bullet-Proof Software's WCES booth will be the Super NES version which will deliver sizzling 16-bit color, sound, and large split-screen action for one or two players. "Throw in 3-D graphics, continuous 360-degree maneuverability and the wile of live, human opponents, and you have all the ingredients for incredible fun," notes Rogers.

Bullet-Proof Software was founded in 1989 by Henk Rogers as a subsidiary of BPS Japan, one of that country's leading publishers of games. Bullet-Proof Software is headquartered in Redmond, Washington, and publishes video game software from around the world.

###

Contact: Sheila Boughten
Bullet-Proof Software, Inc.
(206) 861-9200

Bullet-Proof Software, Inc.
Company Backgrounder

The Company

Bullet-Proof Software, Inc. was founded in October 1989 as a subsidiary of BPS Japan, one of Japan's leading game publishers. Unlike most Japanese-owned subsidiaries, Bullet-Proof Software was not established to bring Japanese software to the United States. Instead, it was created to publish entertainment software designed in the US and other parts of the world.

BPS Japan was established in 1983 by Henk Rogers after writing a game entitled *Black Onyx*. *Black Onyx* became a huge hit in Japan, and was named number one game of 1984 and the number two game of 1985. Since then, BPS has successfully imported several US and European games into Japan.

In the beginning of 1989, Rogers visited the Soviet Union to secure the handheld rights to *Tetris*, which is now a worldwide sensation. In 1989 The Software Publishers Association named *Tetris* "Best Entertainment Program", "The Critics' Choice Award for Best Consumer Program", "Best Original Game Achievement" and "Best Action/Strategy Program". Bullet-Proof Software holds the worldwide handheld rights to *Tetris*, part of which are sublicensed to Nintendo.

Bullet-Proof Software's US releases include *Pipe Dream* for the Nintendo Entertainment System (NES) and Game Boy; *Hatris* for the Game Boy; and a new multiplayer game, *FaceBall 2000*, for the Game Boy. A release of *FaceBall* is also planned for the Super NES in 1992.

The People

• **Henk Rogers, Director and Founder**. Born in Holland, Rogers later lived in New York City and then in Hawaii, where he graduated from the University of Hawaii in Computer Science. After designing and programming a game entitled *Black Onyx*, Rogers established BPS Japan in order to take his game to market. *Black Onyx* became a smash hit and his company has gone on to become one of the leading entertainment software publishing companies in Japan.

• **Scott Tsumura, President and CEO.** Prior to joining Bullet-Proof Software, Tsumura was the founder and president of Kyodai Software Marketing, Inc., a company that brought best-selling Japanese entertainment software to the US and distributed it through Broderbund Software, Inc. Before that, Tsumura was the Director of Sales and Development at Irem, a Japanese arcade game publisher. Originally from Osaka, Japan, Tsumura graduated from the Osaka University of Commerce.

• **Howard Lazzarini, Director of Sales.** Lazzarini was Manager of New Business Development for Mitsubishi Corporation where he helped American companies market high-tech products and technologies in Japan. He also served as Manager of General Affairs at SANKEN U.S.A., Inc., a Mitsubishi joint venture company. Lazzarini graduated from the University of California at Berkeley with a degree in Japanese Language and Literature.

• **Sheila Boughten, Director of Marketing.** Before joining Bullet-Proof Software, Boughten was the Director of Marketing for General Information, Inc., a publisher of software and electronic directories for personal computers. Prior to joining General Information, Boughten held management positions with Automatic Data Processing (ADP), and AMR Information Services, a subsidiary of AMR Corporation. Boughten graduated from the University of Washington with a degree in Economics.

•**Alexey Pajitnov, Project Director.** A Moscow native, Pajitnov graduated in applied mathematics from that city's Institute of Aviation in 1979. He since joined the Computer Institute of the Soviet Academy of Sciences where his full-time occupation involved the exploration of sophisticated computer applications such as speech recognition and artificial intelligence. It was there, in his spare time, that Pajitnov created the worldwide video and computer game sensation, *Tetris*.

•**Vladimir Pokhilko, Project Director.** Prior to joining Bullet-Proof Software, Pokhilko was a prominent Soviet psychologist from the Department of Psychology and Knowledge Engineering at Moscow State University. He played a key role in the development of computer programs in knowledge engineering and semantics. In 1988, Pokhilko began applying his skills to designing computer games. His first game, *Semantic Maze*, was published in 1989 by a Soviet Company.